

General Certificate of Education
June 2003
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 5 June 2003 Morning Session

In addition to this paper you will require:

- an 8-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is MED2.
- Answer **two** questions. All questions carry 30 marks.

Information

- In this paper you will be tested on your ability to:
 - demonstrate knowledge and application of the Key Concepts employed within Media Studies
 - evaluate texts and ideas, using the Key Concepts
 - demonstrate knowledge, application and evaluation of major ideas, theories, debates and information relevant to the study of contemporary media.
- You are reminded of the need for good English and clear presentation. Your answers should be in continuous prose. Quality of written communication will be assessed.
- You will be rewarded for specific reference to a wide range of media texts.
- The maximum mark for this paper is 60.

Answer **two** questions, each from a different topic area.
All questions carry 30 marks.

1 Film and Broadcast Fiction

- Either** (a) Describe and evaluate the contribution of the soundtrack **or** the special effects (including digital imaging) **or** actors and/or directors to the success of particular films. Refer to **more than one** film in your answer.
- Or** (b) Film and television texts often repeat popular formulas. Give detailed examples of this practice from film and/or television texts and evaluate the appeal to producers and audiences.

2 Documentary

- Either** (a) “Documentaries can never provide an accurate representation of reality.”
With detailed reference to **two** or more documentaries that you have studied, discuss the validity of this statement.
- Or** (b) “The biggest stars of contemporary documentary formats are the editors.” (Gareth McLean writing in *The Guardian* after watching 12 hours of unedited *Big Brother* on E4.)
With reference to documentaries that you have studied, how far do you agree with this statement?

3 Advertising and Marketing

- Either** (a) How important is the role of direct advertising within ‘the marketing mix’?
Illustrate your answer by referring to **one** recent campaign that used a variety of strategies, including direct advertising, to reach its audience.
- Or** (b) Outline and evaluate a range of strategies used by marketers to promote products, people or services across the media.
(Strategies you may wish to consider include the following: public relations, promotion, publicity, sponsorship, paid for advertising.)

4 British Newspapers

- Either** (a) Sections of the British press have been criticised for their methods of newsgathering. Can such methods be justified?

Provide specific examples in your answer.

(Examples of criticisms you might wish to consider include: entrapment, subterfuge, cheque-book journalism, invasion of privacy.)

- Or** (b) Provide a detailed analysis of **one** British newspaper, illustrating the ways in which it reflects its readers' interests and opinions.

END OF QUESTIONS